

Showing Parents How to Talk to Their Kids about the Nutrition Facts Label

Training for Health Educators and Community Outreach



Nutrition Facts Servings Per Container about 2 Amount Per Serving Calories 250 Calories from Fat 110 % Daily Value* Total Fat 12g Saturated Fat 3g 15% Trans Fat 3q Cholesterol 30ma 10% 20% Sodium 470mg Total Carbohydrate 31g 10% Dietary Fiber 0g 0% Sugars 5g Proteins 5g Vitamin A 4% Vitamin C 2% Calcium 20% 4% Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending or your calorie needs:



Spot the Block is now the **Read the Label Youth Outreach Campaign!**

Launched in 2007, the **Spot the Block Tween Campaign** from the U.S. Food and Drug Administration has evolved into a nationwide grassroots initiative.

Through this hands-on program, kids, families and community outreach leaders unite with the goal of using the Nutrition Facts Label as their everyday tool for making smart and healthful food choices.





This Presentation will guide you in understanding and sharing this information in your community!

The *Read the Label* Youth Outreach Campaign includes fun, easy tips and targeted education to help make label reading a key component through which today's young people are equipped to achieve Healthy Childhood Weight.





The **Read the Label** outreach program enables you to work with parents in your community.

They, in turn, can help their kids make healthful nutrition choices.







The goal of **Read the Label** is to help kids understand the **Nutrition Facts Label** on food packages ... and then use that information to make healthful dietary choices.

Thank you for joining **FDA** in this important initiative.



Nutrition Facts Read the Label

About the Read the Label Campaign: How It Works

What is Read the Label?

- The Read the Label approach to combating childhood obesity is all about empowerment.
- By educating kids, families and communities about using the Nutrition Facts Label on food packages, we are equipping them to make lifelong healthful dietary choices.
- YOU can help by conducting outreach presentations in your community!





Importance of Reaching Kids

- Kids, especially "tweens" (ages 9 13), are in a transition phase, taking increased care of themselves and making many of their own food and snack choices.
- Helping them to establish good habits as they are learning to make these decisions can have tremendous long-term impact!
- Parents are key role models and advisors in helping their kids "get their food facts first."







Involving Parents

- Read the Label also encourages parents to support their kids' efforts to use the Nutrition Facts Label when making food choices.
- Together, parents and their children can Read the Label to make informed decisions about food based upon nutrition facts.
- LET'S GET STARTED!







Read the Label Online: Additional Campaign Elements

Activities for Kids to engage them with the Nutrition Facts Label

- Easy key messages
- Hands-on fun!

Parent Tools to support kids' learning

Local Outreach via Health Educators and Community Partners

Visit the Read the Label Website: www.fda.gov/nutritioneducation





Nutrition Facts Read the Label

Using This PowerPoint® Presentation

Using this Powerpoint® Presentation

Get Your Tools Ready

- This PowerPoint® Presentation is designed to prepare you to make Read the Label community presentations.
- To maximize the presentation planning, we suggest that you download your Outreach Manual now and use as a reference as you work through these slides. <u>Get it here</u>.
- In addition, you can find general "Talking Points" for the Read the Label initiative here.





This Presentation Includes:

- Key Messages (in English and Spanish)
- Using the Outreach Manual
 - Preparing for Community Events
 - Agenda and Overview of Family Activities: Days 1 & 2
 - Reproducible Family Activities
- Additional Resources for Nutrition Information





Nutrition Facts Read the Label

Read the Label: Key Messages



The Nutrition Facts Label

1. Check Serving Size.

Remember that one package may contain more than one serving.

Nutrition Facts Serving Size 1 cup (228g) Servings Per Container about 2 **Amount Per Serving** Calories 250 Calories from Fat 110 % Daily Value* **Total Fat 12g** 18% 9% Saturated Fat 3g Trans Fat 3g Cholesterol 30mg 10% Sodium 470mg 18% **Total Carbohydrate 31g** 18% Dietary Fiber 0g 25% Sugars 5g **Proteins** 5q Vitamin A 4% 2% Vitamin C Calcium 20% ron * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:





La etiqueta de información nutricional

1. Fijese en el tamaño de la porción ("Serving Size").

Un empaque puede contener más de una porción.

Nutrition Facts Serving Size 1 cup (228g) Servings Per Container about 2 **Amount Per Serving** Calories 250 Calories from Fat 110 % Daily Value* Total Fat 12g 18% Saturated Fat 3g Trans Fat 3g Cholesterol 30mg 10% Sodium 470mg 18% Total Carbohydrate 31g 18% Dietary Fiber 0g 25% Sugars 5g **Proteins** 5q Vitamin A 4% 2% Vitamin C Calcium 20% Iron * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:





The Nutrition Facts Label

2. Consider the calories.

When comparing foods, remember:

- 100 calories per serving for a single food is moderate
- 400 or more calories per serving for a single food is high.

Serving Size 1 cup (228g) Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories from Fat 11
	% Daily Value
Total Fat 12g	189
Saturated Fat 3g	99
Trans Fat 3g	
Cholesterol 30mg	109
Sodium 470mg	189
Total Carbohydrate	31g 18 9
Dietary Fiber 0g	25 9
Sugars 5g	
Proteins 5g	
Vitamin A	49
Vitamin C	29
Calcium	209
Iron	49





La etiqueta de información nutricional

2. Tome en cuenta las calorías ("Calories").

Al comparar alimentos, recuerda:

- 400 calorías o más por porción de un solo alimento es alto.
- 100 calorías o menos de un solo alimento es moderado.

Servings Per Container about 2	
Calories from Fat 110	
% Daily Value*	
18%	
g 9 %	
10%	
18%	
18 % 18 %	
25%	
4%	
2%	
20%	
4%	



Key Messages

The Nutrition Facts Label

3. Choose nutrients wisely.

Pick foods that are lower in certain fats, cholesterol and sodium when making daily food choices.

When comparing %DV (Percent Daily Value), remember:

5% DV or less per serving is low; 20% DV or more is high!

Serving Size 1 cup (228g) Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
	% Daily Value
Total Fat 12g	18%
Saturated Fat 3g	9%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	18%
Total Carbohydrate	31g 18 %
Dietary Fiber 0g	25 %
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	49





Key Messages

La etiqueta de información nutricional

3. Elija los nutrientes de manera inteligente

Seleccione alimentos que sean más bajos en ciertas grasas, colesterol y sodio al tomar decisiones alimenticias diariamente.

Al comparar el %VD ("% Daily Value") de los nutrientes, recuerda: ¡5% VD por porción es bajo y 20% VD es alto!

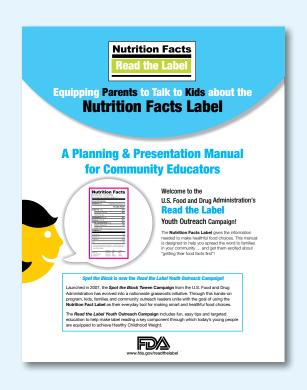
Nutrition Facts Serving Size 1 cup (228g) Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories from Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	9%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	18%
Total Carbohydrat	e 31g 18 %
Dietary Fiber 0g	25 %
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
	oased on a 2,000 calorie diet. higher or lower depending on

Nutrition FactsRead the Label

Overview: Planning Your Community Event

Start with the Outreach Manual

The manual serves as your road map for community presentations. Download your manual here.







What the Manual Includes:

- Understanding the Nutrition Facts Label (page 4): describes the serving size, calories, and nutrients to look for on the label.
- Community Outreach: Getting Ready (page 6): describes how to choose a venue for your community outreach events, how to solicit parent participants, and what materials you will need.
- Planning Your Presentation (page 7): outlines the agenda for one or two-day events. This flexibility gives you the option to hold the type of event that best suits your/your audience's needs.





Event Structure Options

A one-session presentation conducted in one 45-minute session.

-or-

- A two-session presentation for each community group, conducted in two 30-45 minute sessions (Day 2 can be scheduled 1 to 2 weeks after Day 1 session). (Make sure to book both days at one time for a consistent meeting space.)
- 15 to 20 parent participants (if you choose the two-session option, attendees should attend both sessions)

Flexible Activities: The family activities shown on Pages 12 – 15 are flexible. If it is not feasible for families to do them at home, you can do the activities on-site using purchased food and beverage products, and/or take a group trip to a supermarket.





Presentation Agenda Option 1: One-Day Agenda

Step 1: Engage and Start to Read the Label! Icebreaker Activity (page 8)

Step 2: About the Nutrition Facts Label: Give a brief overview of the Nutrition Facts Label, using the Key Messages on pages 4-5 as your guide.

Step 3: Encourage participants to continue to Read the Label at home! Explain and distribute **Family Activities** (pages 12-15), the **Read the Label Daily Actions** mini-poster (page 16), and optional **Parent Tips** and **Cool Tips for Kids** if you downloaded them from www.fda.gov/nutritioneducation.

Thank the participants for their willingness and help in teaching their families about using the **Nutrition Facts Label** to make informed food choices!





Presentation Agenda Option 2: Two-Day Agenda

Day 1:

- Engage and Start to Read the Label! Conduct Icebreaker Activity (page 8).
- About the Nutrition Facts Label: Give a brief overview of the Nutrition Facts Label, using the Key Messages on pages 4-5 as your guide.
- Introduce Family Take-Home Activities.

Day 2:

 Regroup and Share: Recap Activity to share and evaluate the outcomes of the Family Take-Home Activities (page 10).





Engaging Families with Take-Home Activities

- Family Take-Home Activities (pages 12 15): Four handouts to be given to each parent participant.
 - Parents should complete all four, or as many as they can, with their kids and bring the completed activities back with them on Day 2 (if you are holding a two-day event).
- Mini Poster for Kids (page 16)





Family Activities: A Closer Look

- Read the Label When Choosing Snacks
- Read the Label When Packing Lunch
- Read the Label to "Shake Down" Sodium
- Read the Label At the Supermarket
- "Daily Action Plan for Kids"— mini poster to distribute to each parent participant







Nutrition Facts Read the Label

Logistics

Getting Started: Preparing for Community Outreach Events

- 1. Choose Your Venue
- 2. Solicit Participants
- 3. Brief Yourself
- 4. Materials Needed
- Shopping Prep
- 6. Room Set-up





1. Choose Your Venue

- Explore public meeting spaces that offer plenty of room and tables/chairs for participants. Consider:
 - Community recreational centers
 - Faith institutions
 - Libraries
 - Local YMCAs/YWCAs
 - Schools
 - Supermarkets with meeting space







2. Solicit Participants

- Promote your Read the Label event to sign up 15 to 20 parent participants (the event is geared toward parents, although tweens may attend if parents prefer). Create flyers and posters to alert your audience, or send invitations with an RSVP date.
- Enlist a volunteers to help take notes, pictures, or facilitate an active discussion/give-and-take.





3. Brief Yourself

- Review the nutrition information in the Outreach Manual to familiarize yourself with Read the Label's messages and be prepared to answer questions.
- Explore FDA's online resources at www.fda.gov/nutritioneducation



Important note: Keep in mind that The **Read the Label** program is designed to promote the importance of reading the Nutrition Facts Label. As a community educator, do not offer any nutritional advice, guidelines or recommendations. For additional nutrition and/or dietary or health-related questions, refer to:

www.choosemyplate.gov and www.healthierus.gov/dietaryguidelines





4. Materials Needed

- Copies of Family Handouts (pages 12 16), one for each parent or parent/child team
- Bags and boxes of popular snack food, placed on a front table – at least one package per participant
 - Examples: small-to-midsized bags of potato chips, pretzels, chocolate chip cookies, crackers, popcorn, nacho chips
- Plates/bowls for dispensing the snacks two per participant





5. Shopping Prep

- Shop for snacks and paper goods.
- When choosing snacks, look for those that have "unexpected" serving sizes, such as a small bag of chips that has 2 or more servings per container.

For example: 150 calories per serving with 3 servings per container equals 450 calories per package!

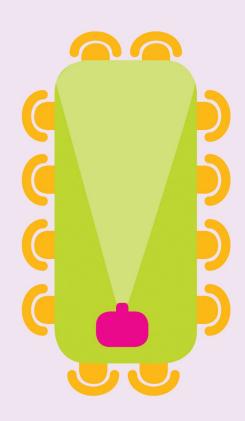






6. Room Setup

- Request 15 to 20 chairs and at least one long table.
- Reserve optional equipment if desired.
 For example:
 - Computers/computer projection equipment to show FDA's **Read the Label** website: <u>www.fda.gov/nutritioneducation</u>
 - Overhead projector and transparencies to show program materials.







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Public Speaking Tips

At a Glance: Public Speaking/ Presentation Tips

- Know Your Material
- Practice
- Know the Audience
- Know the Room
- Relax
- Visualize Yourself Speaking





Know Your Material

- Know more about your material than you include in your planned remarks. This way you will feel confident and will be prepared for questions.
- Use humor, personal stories and conversational language to move your presentation along. You'll be less likely to forget your remarks that way!





Practice

That means: Practice. Practice!

- Rehearse out loud with all of the equipment you plan on using.
- Revise your presentation as necessary.
- Work to control filler words (like "um" and "you know"). Practice pausing and breathing instead.
- Practice with a timer and allot time for the unexpected, such as questions/clarifications that may pop up in the middle of your remarks.





Know the Audience and the Room

- Plan where you'll be standing, and ensure that the group will be able to see you and the presentation from where they are seated.
- Arrive early, walk around the speaking area and test the microphone (if speaking to a large group), any visual aids, and any technical equipment you may be using.
- Greet audience members as they arrive. It's easier to speak to a group of friends than to strangers.





Relax ... and Visualize Yourself Speaking

- Begin by addressing the audience. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.")
- Imagine yourself speaking, with your voice loud, clear and confident.





Nutrition Facts Read the Label

The Event

Review the Agenda

One-Day Agenda:

Icebreaker and Take-Home Activities

Two-Day Agenda:

- Day 1: Engage and Start to Read the Label!
- Day 2: Regroup and Share

Every Day:

Read the Label at Home

Help kids get their food facts first!





Announce the Activities

Tell the audience:

- The purpose of doing these activities is to engage you and your kids – in looking at the **Nutrition Facts Label** and understanding the important dietary information that it shows.
- By using these activities at home, your kids will become accustomed to using the Nutrition Facts Label to "get their food facts first."
- Some of what your kids discover may surprise them!





Icebreaker Activity

Day 1: Supplies

- Bags/boxes of popular snack foods:
 1 for each participant
- Plates/bowls: 2 for each participant
- Copies of Family Handouts: 1 set per participant
 - Read the Label When Choosing Snacks
 - Read the Label When Packing Lunch
 - Read the Label to "Shake Down" Sodium
 - Read the Label When At the Supermarket

See the Outreach Manual for complete activities.







Icebreaker Activity

Day 1: Activity Steps

- Select snacks
- Measure out portion without looking at label
- Read the Label to check actual serving size
- Discuss how 2 portions differ
- Review key messages

See the Outreach Manual for complete activity.











Followup Activity

(If Using Two-Day Option)

Day 2: Supplies

- Flip chart, easel, and markers
- Copies of "Daily Actions for Kids" mini poster
- Optional: other resources (Parent Tips, other printables, list of web resources.)

See the Outreach Manual for complete activity.







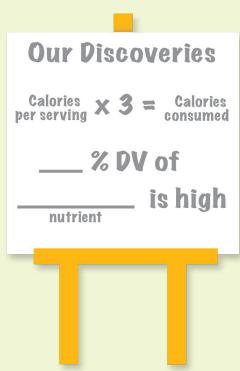
Followup Activity

(If Using Two-Day Option)

Day 2: Activity Steps

- Divide participants into 3 groups
- Give out sheets of flip chart paper
- Have groups discuss and record their experiences
- Invite one volunteer from each group to share groups' learnings
- Ask group for ideas for daily actions

See the Outreach Manual for complete activity.









Additional Resources

For Kids:

 Printable activities in English and Spanish: <u>www.fda.gov/nutritioneducation</u> under "For Kids"

For Parents:

- Printable activities and fact sheets in English and Spanish
- Visit <u>www.fda.gov/nutritioneducation</u> under "For Parents"

For Health Educators and Community Outreach:

- Handout materials for parents and kids, in English and Spanish
- Additional Nutrition Facts Label education materials
- Visit <u>www.fda.gov/nutritioneducation</u> under "Health Educators and Community Outreach"

Nutrition Facts

Read the Label

Thank you for encouraging families in your community to Read the Label!



